

VOICE AND TONE

Without voice and tone, your copy will have no personality or style, and the way you say things in your copywriting will prevent you from connecting with your audience.

Voice

*stating what you believe
in your very own style*

Tone

*how you want others to
see you in that moment*

Voice should be a well-defined part of your copywriting, while tone will vary depending on the subject matter or even current events.

Your brand's voice is determined by three basic traits:



PERSONALITY



STYLE



BELIEFS

“

DEFINE WHAT YOUR BRAND STANDS FOR,

its core values and tone of voice, and then communicate consistently in those terms.”

Simon Mainwaring



It's not only **WHAT** you say that matters. It's **HOW** you say it.



PERSONALITY

Personality is what makes you unique and shapes your relationships.



STYLE

Style is the way you communicate, or how your brand presents itself.



BELIEFS

Beliefs are what you stand for and what your brand's mission is based on.